

AMENDMENT

In response to the July 17, 2001 Office Action, please amend the above-identified application as follows:

IN THE TITLE:

Please replace the existing title with --Content Display Monitoring by a Processing System--.

IN THE SPECIFICATION:

Please amend the specification as follows:

On page 18 after the paragraph beginning at line 25, insert the following new paragraph.

E1 --FIG. 7 is a flow chart illustrating a method of monitoring a display of content according to a still further embodiment of the invention.--

On page 20 replace the paragraph beginning at line 4 with the following paragraph. A marked-up copy of this paragraph, showing the changes made thereto is attached for the Examiner's convenience.

E2 --FIGS. 3A, 3B and 3C are simplified diagrams of a network according to one aspect of the invention and FIG. 7 illustrates a method 700 of operating the network according to another embodiment of the invention. The method 700 of FIG. 7 may be implemented via computer software instructions executed by any of the devices included in FIGS. 3A, 3B and 3C. A content display site 302 (which can be embodied by a conventional client computer) is linked via a network communication line (or lines) 303 to a content provider site 301 (which can be embodied by a conventional server computer). (Typically, the network links multiple content display sites with multiple content provider sites; a single content display site 302 and a single content provider site 301 are shown in FIGS. 3A, 3B and 3C for simplicity. Additionally, it is to be understood that each site on the network can function as both a content display site and a

content provider site.) As shown in FIGS. 3A and 7, the client computer at the content display site 302 requests content from the server computer at the content provider site 301 over the network communication line 303 in a step 702. As shown in FIGS. 3B and 7, and server computer at the content provider site 301 provides content to the client computer at the content display site 302 over the network communication line 303 in a step 704. According to this aspect of the invention, in response to the request for content from the content provider site 301, a set of monitoring instructions (which can be embodied, for example, in a computer program) are also transferred to the content display site 302 in a step 706. Although shown in FIG. 7 as occurring after the transfer of content, the transfer of the monitoring instructions can occur before, with or after the transfer of the content. As explained in more detail below, the monitoring instructions can occur before, with or after the transfer of the content. As explained in more detail below, the monitoring instructions cause the client computer at the content display site 302 to monitor the display of the content to produce monitoring information regarding the manner in which the content is displayed in a set of steps 708 and 710. As shown in FIG. 3C, the monitoring information is transferred from the content display site 302 to the content provider site 301 over the network communication line 303 in a step 712. (The monitoring information could, alternatively or additionally, be transferred to another site that is part of the network.) Review of the monitoring information produced by the monitoring instructions can enable conclusions regarding the user's observation of the content to be deduced, as explained in more detail below in a step 714. (It should be noted, that, more generally, monitoring instructions according to the invention can be used to monitor the display of content on a computer system whether or not the computer system is part of a network and receives content and monitoring instructions over the network.) --

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#### IN THE DRAWINGS:

Figure 7 has been added.